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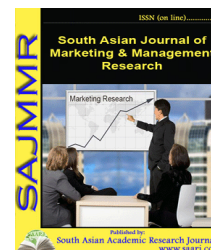
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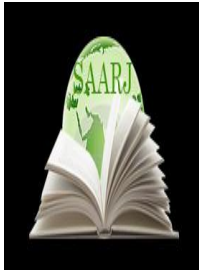
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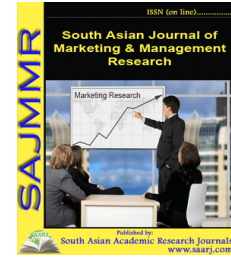


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**CLINCH THE DEAL (ONLINE AUCTION) OF PRESENT ONLINE
FURNITURE SALES & MARKETING-A STUDY**

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ABSTRACT

Online shopping has become increasingly popular, due to convenience and often lower prices. (Law Dictionary 2ND edition) Buying online furniture is a trend. Online stores and sellers are selling furniture and other stuffs including home decor and handmade gift items. People who are looking to buy furniture online can now enjoy shopping for furniture by sitting at home and without wasting time in search of perfect furniture for their home or dining space. Sometimes when they visit a local store, they get only few items of their choice and a limited option for variety in E-commerce plays an important role, using M-commerce apps, also this digital marketing got succeed .taken concern of, this article includes research methodology, importance of furniture's, top online furniture selling companies, online auction, comparison of online furnituresales, along with the conclusion.Future this article is useful for the interior designs and ambience fixers. Nowadays online furniture shopping has become a trend as it gives the customers an opportunity to do a proper search of what they are looking for.

KEYWORDS: *Online furniture's, trend, on line auction, E-commerce, M-commerce, digital marketing.*

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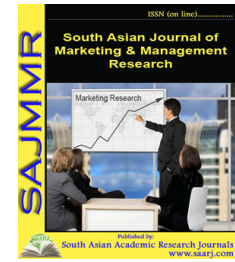
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A STUDY ON CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN INDIA

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ABSTRACT

Business organizations have waked up to the need for being committed towards Corporate Social Responsibility. But still majority have just been taking up some form of philanthropic activities for its stakeholders. Nurturing a strong corporate culture which emphasizes Corporate Social Responsibility (CSR) values and competencies is required to achieve the synergistic benefits. The employees of an organization occupy a central place in developing such a culture which underlines CSR values and competencies. The present study, therefore, is an attempt to explore the engagement of human resource management professionals in undertaking Corporate Social Responsibility. It also suggests Human Resource Management to take a leading role in encouraging CSR activities at all levels. The combined impact of CSR and human resource activities, which reinforce desirable behavior, can make a major contribution in creating long term success in organizations.

KEYWORDS: *Competencies, Values , Human resource management , Synergistic benefits*

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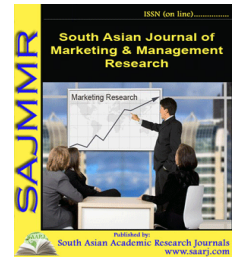


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HUMAN RESOURCE ACCOUNTING AND IT'S STATUS IN INDIA

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ABSTRACT

Human resources were always considered as liabilities; but in the evolving scenario, organizations have started recognizing them as assets. For valuation of human resources, Human Resource Accounting is being used by a few organizations. This concept is still in a developmental stage. We know that every coin has two sides; similarly, Human Resource Accounting has its own advantages and disadvantages. If human resources are valued correctly then organization can use this data as a tool for future decision making in matters related to human resources which is directly connected to the profitability of organization. As this concept is still in a nascent state, there is no formal method as yet which is universally accepted. This article focuses on the development of the concept, definition, importance and limitation of Human Resource Accounting.

KEYWORDS: *Human Resource Accounting.*

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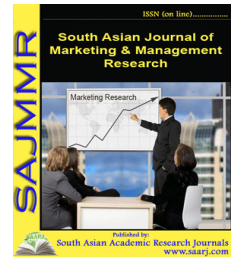


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MONEY LAUNDERING CONCEPT & OVERVIEW

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ABSTRACT

Today we are experiencing a country-wide effort to curb money laundering and terror financing. Already Rs.500 and Rs.1000 notes have been banned and replaced by the Reserve Bank of India. Therefore, we need to know what is money laundering, who launders the money and what is their destination, what is terror financing and what is the process of money laundering and terror financing. In fact, we have to have an idea of parallel economy. Money is the root cause of many evils like corruption, black marketing, smuggling, drug trafficking, tax evasion, and the buck does not stop here it goes to the extent of sex tourism and human trafficking (a human selling another human in the era of human rights). People are crazy for money. In this article, a descriptive research has been made to make all aware about what money laundering is, its processes and destinations and also the steps by the Government to curb Money Laundering and Terror Financing.

KEYWORDS: *Money Laundering, Terror Financing, Parallel Economy.*

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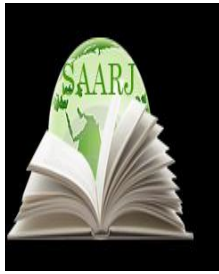
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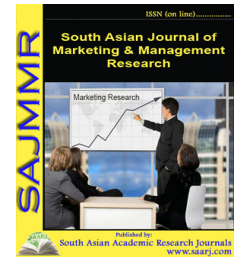
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**A STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES AT
HINDUJA GLOBAL SOLUTIONS, GUNTUR-AP**

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ABSTRACT

Stress has become a major concern of the modern times as it can cause harm to employee's health and performance. Work related stress costs organization billions of dollars each year through sickness, turnover and absenteeism. So it becomes necessary for every organization to know the factor causing stress among the employees as well as how they cope up with stress to make the employee more participative and productive. This research study was conducted to find out the factor causing stress among employees and to know how they cope up with stress. The Research design used was a descriptive research. The primary data has been collected through a questionnaire method. The sample design used in the study was Convenience Sampling Technique with a sample size of 60. The collected data has been analysed through various tools like Percentage Analysis, Chi- Square Test & ANOVAs, and Factor Analysis.

KEYWORDS: *Stress, Coping Strategies, Employee Health, Performance*

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